R J Reynolds
Tobacco Company

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076
Voice Mail 800-757-8255, Ext.48795

REVISED COPY

6/10/97

PINE LESSER & SONS
121 LAKEVIEW AVE
CLIFTON, NJ 07011

Re: *July/August '97 Salem .30 off Tear Tape Promotion for Identified Convenience and Gas Accounts*

Attached is the information you will need to work the above promotion:

- Send # of plain white cartons of each style of Salem out week of 6/30/97.

  -Send only one packed display of Salem out with any balance of product as back up stock.

If you have any questions, please let me know.

Thanks,

Lanny Wolfe

51850 1890

Source: https://www.industrydocuments.ucsf.edu/docs/fqcy0000

R. J. Reynolds Tobacco Company Presents
July/August '97 **Salem** .30 off Tear Tape PROMOTION
for Identified Convenience and Gas Accounts

REVISED COPY

Account: **PINE LESSER & SONS 363720**

Brand	Salem
Promotion	.30 off Tear Tape

Deal	• Send # of plain white cartons of each of the .30 off tear tape Salem styles listed on attached sheets • Pack and send only one display with 1 carton each of the following styles: - Salem King - Salem 100 - Salem Light - Salem Light 100 • Send balance of plain white ctns as back up stock to refill display
Allocation (cs)	• 1 Salem King (6M) • 1 Salem 100 (6M) • 1 Salem Light (6M) • 1 Salem Light 100 (6M) •
Delivery Date	• 6/30/97
EFT $ Amount	• **$1,438.48**
Displays	• Send only one display to each retail account with back up product to refill display • 5 (one for each retail store)
Billing	• **Send out full price.** • **$3.00 per carton will be paid at store level by RJR rep.** •
Packing and shipping payment	• $14.00 per 12M equivalent

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ACCT	FULL NAME	ST #	ADDR1	CITY	ST	ZIP	PRI WHLSR	PRI WHLSR NAME	VAP#	SK	SLT	S100	SL100	DIS-PLAYS
771657	KRAUSZERS #89		CORNERHORN & RT. 517	HACKETTSTOWN	NJ	7840	363720	PINE LESSER & SONS	0	6	6	6	6	1
609129	MURRAY'S MARKET		342 MAIN ST	OGDENSBURG	NJ	7439	363720	PINE LESSER & SONS	52025	4	4	4	4	1
708986	E & S FUEL		RT 515	VERNON	NJ	7462	363720	PINE LESSER & SONS	0	4	4	4	4	1
690552	MARKET PLACE 2		5561 BERSHIRE RD.	MILTON	NJ	7438	363720	PINE LESSER & SONS	0	5	5	5	5	1
735521	NEWTON NEWS		75 SPRING ST	NEWTON	NJ	7860	363720	PINE LESSER & SONS	0	3	3	3	3	1
								PINE LESSER & SONS Total		22	22	22	22	5

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